



Town of North Andover Mandatory Recycling Case Study

MassDEP Municipal Waste Reduction Toolkit



Town Statistics:

Population: 27,202
Households: 9,943
Median Income: \$72,728

Overview/Introduction: In April 2003, the Board of Selectmen (BOS) charged the Solid Waste Advisory Committee (SWAC) with developing “*recommendations to the Selectmen that would result in cost savings to the Town either through a reduction in trash being generated ... and/or through an increase in the rate of recycling of waste material, provided, however, that no such recommendation will result in the imposition of a trash fee.*”

After several months of discussion between the SWAC and BOS, the town decided to put to town meeting a warrant article that would update the town’s existing waste ban bylaw to include narrow neck plastics, paper and CRTs and included language that directed its contracted waste hauler or any party responsible for municipal waste pickup not to pick up visible recycling curbside.

The town passed the amended bylaw in May 2004 to take effect January 31, 2005.

Outreach:

- In June 2004, while awaiting AG’s approval of amended bylaw, SWAC began development of educational materials including a tri-fold brochure, “One Person’s Trash”, program budget and a “sorry” sticker to be used by hauler;
- In September, Selectmen confirmed the implementation plan and start date of changes;
- Brochure was inserted into water bills (October – December 2004) and in December tax bill;
- Town created a “training guide” for haulers – a pictorial/power point presentation to trash and recycling haulers providing them real life examples of what was and wasn’t acceptable for collection. The training took place prior to start date in January 2005 and included a quiz for the haulers.
- Other outreach:
 - Changes made to the web site;
 - Large magnetic signs placed on the back of both recycling trucks;
 - Banner placed in prominent intersection of town.
 - “Did you See?” flyer out to all school kids (5900 copies)

Implementation and Enforcement:

- One week prior to program start – DPW person drove trash routes and left “Please Remember” flyers. Approximately 350 distributed
- January 31, 2005 – PROGRAM LAUNCH – SWAC members drove around following the routes, taking pictures and noting situations. Couple of in-route corrections made.
- February 3, 2005 – Drove route again
- Stopped logging calls after the first week, because there was really no increase in call volume. As of mid-February, no known littering or dumping problems.
- As of March 3, 2005 Waste Management had stickered over 3000 items to be left on the curb.

Results:

- North Andover saved over \$160,000 in the first 10 months of the program.
- Between February 2005 and January 2007, the Town has saved nearly \$250,000 in avoided disposal costs.

Lessons Learned:

- Get the strongest stickers possible, there is a specific adhesive for the cold weather
- Recycling guy should not remove any stickers left by hauler
- Understand what is happening with public housing